

ROUTE 66 INITIATIVE STRATEGIC PLAN

Purpose and Goal:

The Route 66 Initiative was designed to assist property owners in permanently closing abandoned underground storage tanks (USTs); and to assist UST owners, operators and volunteers in investigating and cleaning up UST releases before the termination of the State Assurance Fund in 2013.

General Objectives:

1. Establish a project team
2. Develop a communication plan
3. Identify major stakeholders
4. Develop area-wide strategy to remediate source areas and perform risk-based closures.
5. Implement aggressive state-lead corrective actions.
6. Identify and permanently closure abandoned tanks; and identify releases through the Municipal Tank Closure Program (MTCP).
7. Investigate, clean up and close leaking UST (LUST) sites before termination of the fund, if possible.
8. Establish a good working relationship and improve communications between ADEQ and stakeholders in the project area.
9. Adapt this strategic plan to individual communities.

General Activities: (per city)

1. Meet with local officials (city and county) to promote the initiative
2. Generate a list of involved stakeholders
3. Conduct initial public meeting
4. Select MTCP sites, perform permanent closure and identify releases
5. Schedule individual meetings with UST owners, operators, volunteers and property owners to explain their UST options
6. Schedule technical meeting to discuss corrective actions appropriate for each specific city
7. Communicate and coordinate corrective action activities
8. Conduct periodic public meetings
9. Track and communicate activities and successes (continuous)
10. Close out initiative

ROUTE 66 INITIATIVE COMMUNICATION PLAN

Purpose: The intent of the communication plan is to identify the Route 66 Project's communication goals, contacts, activities and timelines.

Goals: Effectively communicate the project's goals, status and achievements internally and externally by:

- a. Building an efficient working relationship between the UST owners, property owners, citizens, municipal officials, consultants and ADEQ by personalizing the project to the stakeholders.
- b. Providing an in-depth description of the project and its goals to the people in the target area through various media.
- c. Providing periodic updates on the status of the project and individual sites to internal and external stakeholders through various media.
- d. Ensuring ADEQ answers questions promptly and accurately.

Activities:

1. Create a Route 66 Initiative web site that will include periodic updates of:
 - a. Overall project status.
 - b. Individual site status.
 - c. Public meetings
 - d. Successes
 - e. Photos
2. Publish a newsletter that includes the project status.
3. Coordinate meetings with involved stakeholders as needed.
4. Periodic meetings with individual owners, and municipal and county officials.
5. Periodically work with the local newspaper on articles about the project.